<u>**IN THE CLAIMS:**</u>

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

**Claims 1-18. (Canceled)**

**Claim 19. (Currently Amended)** A computer-method, comprising:

processing or storing information regarding a purchase or an acquisition of a first product or a first service by a user, wherein the information regarding the purchase or the acquisition is processed by or stored by a first processor associated with a first web site, and wherein the purchase or the acquisition of the first product or the first service is made in response to an offer associated with the first web site, and further wherein the purchase or the acquisition of the first product or the first service is performed by the user via a computer associated with or used by the user;

placing a cookie on the computer, wherein the cookie is placed on the computer by the first web site or by the first processor, and further wherein the cookie contains information regarding the first web site and information indicating that the user has purchased or acquired the first product or the first service from or via the first web site;

providing a uniform resource locator (URL) offering a second product or a second service, wherein the URL is provided by a second web site or by a second processor associated with the second web site, and further wherein the URL specifies a program on or associated with the second web site;

receiving a signal indicative of an activation of the URL;

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reading or processing information contained in the cookie in response to the activation of

the URL, wherein the information contained in the cookie is read or processed using the

program;

determining whether or not the user has previously purchased or acquired the first

product or the first service [[or]] and determining whether or not the user has previously

purchased or acquired the second product or the second service; and

redirecting the user from the second web site to the first web site if it is determined that

the user has previously purchased or acquired the first product or the first service [[or]] and

providing an offer from the second web site to sell the second product or the second service to

the user if it is determined that the user has not previously purchased or acquired the first product

or the first service and that the user has not previously purchased or acquired the second product

or the second service,

wherein the first product is a same product as the second product or the first service is a

same service as the second service.


**Claim 20. (Previously presented)**    The computer-method of Claim 19, further comprising:

sending an e-mail to the computer which includes a link to the URL, providing a web

page to the computer which includes a link to the URL, or providing a computer program to the

computer which includes a link to the URL.

**Claim 21. (Previously presented)** The computer-implemented method of Claim 19, wherein the activation of the URL comprises a clicking of a link to the URL on a web page, a clicking of a link to the URL in an e-mail, or an executing of a computer program that activates a link to the URL.

**Claim 22. (Previously presented)** The computer-implemented method of Claim 19, further comprising:

placing a sharable file on the computer in response to the user registering with the first web site for or regarding the first product or the first service, wherein the sharable file is placed on the computer by the first web site, wherein the shareable file includes a second URL, and further wherein the second URL corresponds to or is associated with the first web site.

**Claim 23. (Previously presented)** The computer-implemented method of Claim 19, wherein the program is a server side program.

**Claim 24. (Previously presented)** The computer-implemented method of Claim 19, wherein the program is a CGI script, a Java servlet, a PHP script, or a Perl script.

**Claim 25. (Previously presented)** The computer-implemented method of Claim 19, wherein the program is a client side program capable of being downloaded from the second web site.

**Claim 26. (Previously presented)** The computer-implemented method of Claim 25, wherein the program is a Java applet, a Java script, or an Active X control.

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**Claim 27. (Previously presented)**  The computer-implemented method of Claim 19, wherein the cookie is read via a wireless link.

**Claims 28-36. (Canceled)**

**Claim 37. (Currently Amended)**  A computer-method, comprising:

processing or storing information regarding a purchase or an acquisition of a first product or a first service by a user, wherein the information regarding the purchase or the acquisition is processed or stored by a first processor associated with a first web site, and wherein the purchase or the acquisition of the first product or the first service is made in response to an offer associated with the first web site, and further wherein the purchase or the acquisition of the first product or the first service is performed by the user via a computer associated with or used by the user;

placing a cookie on the computer, wherein the cookie is placed on the computer by the first web site or by the first processor, and further wherein the cookie contains information regarding the first web site and information indicating that the user has purchased or acquired the first product or the first service from or via the first web site;

~~computer-readable program code~~ means for causing the computer to send an e-mail including a link to said URL to the user;

providing a uniform resource locator (URL) offering a second product or a second service, wherein the URL is provided by a second web site or by a second processor associated with the second web site, wherein the a link to the URL is provided in an e-mail, in a web page,

or in a first program, and further wherein the URL specifies a second program on or associated

with the second web site;

receiving a signal indicative of an activation of the URL;

reading or processing information contained in the cookie in response to the activation of

the URL, wherein the information contained in the cookie is read or processed using the second

program;

determining whether or not the user has previously purchased or acquired the first

product or the first service [[or]] and determining whether or not the user has previously

purchased or acquired the second product or the second service; and

redirecting the user from the second web site to the first web site if it is determined that

the user has previously purchased or acquired the first product or the first service [[or]] and

providing an offer to sell the second product or the second service to the user if it is determined

that the user has not previously purchased or acquired the first product or the first service and

that the user has not previously purchased or acquired the second product or the second service,

wherein the first product is a same product as the second product or the first service is a

same service as the second service.


**Claim 38. (Previously presented)** The computer-implemented method of Claim 37, further

comprising:

placing a sharable file on the computer in response to the user registering with the first

web site for or regarding the first product or the first service, wherein the sharable file is placed

on the computer by the first web site, and further wherein the shareable file includes a second

URL, and further wherein the second URL corresponds to or is associated with the first web site.

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